



Tobacco Tidbits

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Southwest Washington Health District

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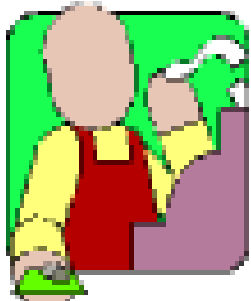
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Merchants Rate Well

It's not legal for minors to smoke or to buy cigarettes, yet 90% of smokers started when they were young. One way to combat that problem is to crack down on retailers who sell tobacco to minors. In April seven students from Clark and Skamania Counties visited 42



randomly selected retailers in those areas and tried to purchase cigarettes.

The students were accompanied by a Health District employee as part of a compliance check operation. Of the 37 Clark County retailers visited, three merchants sold tobacco to a minor, giving the county a compliance rate of 92%. In Skamania County, one of the five merchants visited sold tobacco to a minor, giving them a compliance rate of 80%.

"These rates are better than the rates in the past two years," said *James Kissee, Health District Educator* who coordinated the project. Retailers who refused to make a tobacco sale to a minor received a certificate of appreciation. "It is important we recognize those businesses helping in our efforts to keep young people from starting to use tobacco," said *Mary Kufeldt-Antle, Chair of the Board of Health and Camas City Council member*.

Clerks who sold cigarettes to a minor received an education packet including an explanation of why it is important not to sell tobacco to minors, and information about illegal sales was turned over to the Liquor Control Board. Kissee said, "It was a fun and interesting week."

New Teen website

Combine MTV, teen magazines and the anti-tobacco message and you have *OutrageAvenue.com*, a new teen-oriented website that offers tobacco education information.



OutrageAvenue.com was developed with the help of Washington teens as "a place where teens can hang out on the net and gather information that directly affects their lives, including the dangers of tobacco use," said *Carla Huyck, Department of Health Tobacco Prevention and Control*. "Teens have access to the latest celebrity, music and fashion news, as

Deaths from smoking in WA. Each year: 7,800

Washington kids now under 18 who will die from smoking:

(during lifetime) **107,000**
Tobaccofreekid.org

well as e-mail accounts and upcoming events in Washington state." DOH is using funds from the Master settlement agreement to fund the website.

Smoking Bill Dead

Washington State Senate Bill 5993 is most likely dead for the season. It passed the Senate but then got "stuck" in the house. The cutoff for Senate bills to be out of the House committee was March 30.

SSB 5993 would have prohibited any business or public building from providing smoking sections, unless children were banned, including restaurants, bowling alleys, and hotels— but bars, cardrooms and businesses that already prohibit minors would have been exempt. *Legislative Service Center*.

Feminists Ignore Tobacco

Despite the fact that 27,000 more women died of lung cancer than of breast cancer last year, women's groups have shown a "puzzling lack of interest" in targeting the tobacco industry. *Majorie Williams of The Washington Post* questions whether the tobacco industry's contributions to women's groups have prompted their "weird indifference to the problem of smoking."

The recently released Surgeon General Report, "Women and Smoking," is the first Surgeon General report in 20 years to focus on tobacco's effect on women. The 675-page report reveals that 165,000 American women die each year from tobacco. Williams writes that smoking is actually the quintessential women's issue, since the tobacco industry targets women in advertising campaigns and preys on girl's fears of being fat. *Williams, Washington Post 4/11*.

Teens Tell Tobacco Truth

With a mix of games, interactive demonstrations and some gory details, TATU (Teens Against Tobacco Use) teams tell the real side of tobacco to 5th & 6th grade classes.

Three groups of students from Columbia River and Skyview High School used tar jars and stir sticks to illustrate to 6th graders at Alki Middle School what it looks and feels like to have emphysema. They made a big impact on Alki students, who asked why cigarettes were even legal!

The presentation will be featured on the new magazine show, *NW Living*, on AT&T channel 26, at 11:00 AM, 4:30, & 7PM the week of May 14.

Lesbian Smoking High

Research shows that lesbians are more likely to smoke. Roughly 56% of lesbians are current or former smokers, compared to 36% of straight women, according to the *American Journal of Public Health*.

The study says gay culture may be more accepting of lifestyle choices, and may be less concerned about smoking or drinking because they are less likely to have children.

The gay community is reacting to this trend. During the month of May a series of forums entitled “Lesbians Aware: Cancer Awareness, Prevention and Care” is happening Wednesday evenings at IN OTHER WORDS bookstore in Portland. Contact The Hambleton Project: (503) 335-6591.

And a DSHS workshop called “Say it Out Loud: Diverse Communities, Diverse Issues,” will address tobacco and other drug issues facing gays, lesbians, bisexuals and transgenders. The workshop is happening May 11 (see calendar for more details).

Event Follow-ups

In April, the Southwest Washington Health District made its first appearance at the Lacamas Lake Fishing Derby in Camas, featuring an environmental tobacco smoke booth. With the theme, “Blow Bubbles, not Smoke” – it was a hit! Children played with bubble toys while a bubble machine blew bubbles. They also gave away smoke-free decals and Quit Line information. If you would like this booth at your next event contact Pam Walker 397-8215 x3025.

In Stevenson, the “Kick Butts Dance” was a success. One hundred kids came to see the Battle of the Bands, and received “smoking sucks” temporary tattoos and other tobacco prevention prizes.

BREATHE celebrated Kick Butts Day at the YMCA by handing out sticks of gum that read “Clean Mouth, Clean Choices, B Tobacco Free 4 2Day.” Mr. Ciggy Butts even put in an appearance (the costume is now available at the Health District for your next event). The event was videotaped for an award that Community Choices 2010 will receive.

Smoke-free Bowling

A night of smoke-free bowling at Hazel Dell Lanes will help reward TATU teams for their hard work and promote smoke-free activities in honor of WORLD NO TOBACCO DAY (May 31). Hazel Dell Lanes is not a smoke-free business, but the management has agreed to host the smoke-free event and maybe they will see the value of smoke-free environments! See calendar.

Welcome Pam Johnston

ESD 112 recently hired a new Tobacco Cessation/Prevention Specialist. She is *Pam Johnston* and she will be providing tobacco prevention and cessation services to middle and high school students in Clark and Skamania counties. Pam has worked as an Alcohol and Drug Family Counselor and has a private practice focusing on addiction issues. “I am very excited about presenting tobacco prevention skills like media literacy and critical thinking to teens and helping our community family learn ways to develop tobacco-free lifestyles,” said Johnston. She encourages you to feel free to call her to chat, exchange ideas and get to know one another.” She can be reached at: 750-7503 x 305, or pam.johnston@esd112.k12.wa.us.

May Calendar of Events

- May 4**, NW Media Literacy Center meeting. The Jeffrey Building, 1020 SW Taylor, #265, Downtown Portland, 8:30 am - 11:30 AM. Contact: Erik Vidstrand (503) 988-3663, 1 x 28805
- May 8**, Tobacco Free Coalition of Clark County meeting. SWWHD, 2:30-4 PM Contact: James Lanz 397-8416
- May 10**, Tobacco Free Coalition of Skamania County and Safe and Drug Free Schools meeting. Skamania Courthouse Annex, 3:30-4:45 PM. Contact: James Lanz 397-8416 or Susie Strom (509) 427-9490 x297
- May 11**, “Blow Bubbles Not Smoke” tobacco prevention dance. View Ridge Middle School - 510 Pioneer St., Ridgefield, time TBA Contact: James Kissee 397-8214.
- May 11**, “Say it Out Loud” diverse communities workshop. Fife - Best Western Executive Inn, 8:30-5 PM Free. Contact: Kim Heenan 1 877-301-4557.
- May 15**, Cessation Task Force meeting. SWWHD, 2:30- 4 PM. Contact Gail Helland 696-5153
- May 18**, Smoke free bowling night TATU celebration. Hazel Dell Lanes - 6300 NE Hwy. 99,8- 11 PM. Contact Theresa Cross 397-82M15 x3178
- May 31**, School Task Force meeting. SWWHD, 7:30 AM - 9. Contact: Theresa Cross 397-8215 x3178
- May 31**, World No Tobacco Day.

Please let us know if you have a tobacco related event you would like posted here.